BULLETIN
Norwich, Conn.
June 15, 1963 1005150689

Anti-Smoking Drive

. For some years, the big gun leveled against excessive cigaret smoking has been the charge that it increases susceptibility to lung cancer. Despite a rearguard action by the tobacco industry, this big gun—loaded it is fair to note, with a growing mass of research data—has had a considerable effect on American attitudes toward smoking.

One must also note that these changes in attitude, whatever their nature and extent, have not seriously hurt tobacco sales, nor do they seem likely to in the immediate future. Cigaret smoking proceeds apace. But there is reason to suppose that it may decline as the word about lung cancer, and other ailments in which smoking is suscpected as a causative factor, penetrates the public consciousness.

It is significant that the American Heart association is undertaking a new drive to discourage cigaret smoking, especially among teenagers. The association's board of directors has called for "joint educational efforts with other voluntary and official health groups."

This action is a natural followup on a report, issued by the heart group in 1960, the gist of which was that heavy cigaret smoking probably helps to bring on or accelerate development of coronary heart disease. "No evidence has become available since 1960," the Heart association board said in commenting on its new campaign, "to contradict or invalidate the 1960 statement. Moreover, the additional evidence now at hand not only confirms but supplements the earlier findings."

Much more needs to be learned about a possible relationship between smoking and health. However, enough is now known to justify the raising of a "caution flag" for young people who think they ought to smoke, not for enjoyment, but because it is smart and gives them a misconceived idea of sophistication.

COMMONWEALTH
Greenwood, Mississippi
June 17, 1963

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Much more needs to be learned about a possible relationship between smoking and health. Enough is now known, however, to justify putting up a "caution" flag for young people who think they ought to smoke.

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Source: https://www.industrydocuments.ucsf.edu/docs/nyyk0000